IN THE CLAIMS

1. (currently amended) A multiplexing apparatus for multiplexing a first stream and a second stream for output, said multiplexing apparatus comprising:

a first selecting unit having a first input ~~unit~~ operable to receive ~~a~~ first content~~material;~~ and a second input ~~unit~~ operable to receive ~~a~~ second content, ~~material; a first selecting unit~~ and being operable to select a given one of ~~said~~ the first content and the second content ~~materials~~ as ~~material of said~~ the first stream and to output another given one of the first content and the second content to a second selecting unit;

said second selecting unit having a first input operable to receive the output from said first selecting unit and having a second input operable to receive the second content, ~~a second selecting unit~~ and being operable to select ~~another of said~~ between the output received from said first selecting unit and the second content received from said second input of said second selecting unit ~~materials~~ as ~~material of said~~ the second stream;

a control unit operable to control said first selecting unit ~~so as~~ to select ~~said another of said~~ the first content as the first stream until a first predetermined time, ~~and~~ to select the second content ~~materials in place of said one of said first and second materials~~ as ~~said material of said~~ the first stream and to output the first content to said second selecting unit during an interval between the first predetermined time and a second predetermined time, and to again select the first content as the first stream after the second predetermined time; said control unit being further operable to control said second selecting unit ~~so as~~ to select ~~said one of said first and~~ the second content ~~materials~~ as ~~said material of~~

~~said~~ the second stream ~~during~~ until the first predetermined time, to select the first content received from said first selecting unit as the second stream during the interval between the first predetermined time and the second predetermined time, and to again select the second content as the second stream after the second predetermined time~~a predetermined period of time~~; and

a multiplexing unit operable to multiplex ~~said~~ the first stream and ~~said~~ the second stream for delivery over a transmission channel.

2. (currently amended) A multiplexing apparatus as claimed in claim 1, wherein the transmission channel has a maximum bandwidth, and said control unit is further operable to control~~s~~ a bit rate of ~~said~~ the second stream ~~to a value within a range that does not~~ without limiting a bit rate of ~~said~~ the first stream such that the combined bit rate of the first and second streams are at most equal to the maximum value.

3. (currently amended) A multiplexing apparatus as claimed in claim 1, wherein ~~said~~ the second ~~material~~ content is a commercial.

4. (currently amended) A multiplexing apparatus as claimed in claim 1, ~~wherein said second~~ further comprising a third selecting unit having a first input operable to receive third content and having a second input operable to receive the second content, said third selecting unit being operable to select~~s~~ ~~a~~ between the second content and the third ~~material~~ content as ~~said material of said second~~ a third stream ~~before selecting said one of said first and second materials~~, said multiplexing unit operable to multiplex the first stream, the second stream, and the ~~said~~ third ~~material being displayed simultaneously with said one of said first and second materials of said second~~ stream.

5. (currently amended) A method for multiplexing a first

stream and a second stream for output, said method comprising:

inputting a first ~~material~~ content and a second content~~material~~;

selecting ~~one of said~~ the first content ~~and second materials~~ as ~~material of said~~ the first stream and the second content as the second stream until a first predetermined time;

selecting ~~another of said first and~~ the second content ~~materials~~ as the first stream and ~~material of said~~ the first content as the second stream during an interval between the first predetermined time and a second predetermined time;

selecting ~~said another of said~~ the first content ~~and second materials in place of said one of said first and second materials~~ as ~~said material of said~~ the first stream and the second content as the second stream after the second ~~during a~~ predetermined ~~period of~~ time; ~~selecting said one of said first and second materials as said material of said second stream during said predetermined period of time;~~ and

multiplexing ~~said~~ the first stream and ~~said~~ the second stream for delivery over a transmission channel.

6. (currently amended) A recording medium recorded with a computer readable program for carrying out a method of multiplexing a first stream and a second stream for output, said computer readable program comprising:

inputting a first ~~material~~ content and a second content~~material~~;

selecting ~~one of said~~ the first content ~~and second materials~~ as ~~material of said~~ the first stream and the second content as the second stream until a first predetermined time;

selecting ~~another of said first and~~ the second content

~~materials~~ as the first stream and ~~material of said~~ the first content as the second stream during an interval between the first predetermined time and a second predetermined time;

selecting ~~said another of said~~ the first content ~~and second materials in place of said one of said first and second materials~~ as ~~said material of said~~ the first stream and the second content as the second stream after the second ~~during a~~ predetermined ~~period of~~ time; ~~selecting said one of said first and second materials as said material of said second stream during said predetermined period of time;~~ and

multiplexing ~~said~~ the first stream and ~~said~~ the second stream for delivery over a transmission channel.

7. (currently amended) An image output apparatus, comprising:

a front end unit operable to receive a signal that includes a first stream and a second stream;

a selecting unit operable to select one of the ~~stream from among a~~ first stream and ~~a~~ the second stream;

a control unit operable to control said selecting unit ~~so as~~ to select ~~another~~ the first stream until a first predetermined time, ~~from among said first stream and said~~ to select the second stream ~~in place of said one stream~~ during ~~a~~ an interval between the first predetermined time and a second predetermined ~~period of~~ time, and to again select the first stream after the second predetermined time, the first stream being first content until the first predetermined time and after the second predetermined time and being second content during the interval between the first predetermined time and the second predetermined time, the second stream being the first content during the interval between the first predetermined time and the

second predetermined time; and

an output unit operable to output ~~during~~ the selected one ~~time said one~~ of the first stream and the second stream whereby the first content is continuously outputted~~selected by said selecting unit and during another time said another stream selected by said selecting unit~~.

8. (currently amended) An image output apparatus as claimed in claim 7, wherein said control unit is further operable to control~~s~~ said selecting unit to also select the first stream during the interval between the first predetermined time and the second predetermined time ~~display~~ such that ~~an image included in said one stream~~ the first content is displayed during the interval as an image of a specified area~~,~~ that is smaller than a full screen display area and ~~an image included in said another stream~~ the second content is concurrently displayed as an image ~~of~~ having an area smaller than ~~said~~ the specified area.

9. (currently amended) An image output method, comprising:

receiving a signal that includes a first stream and a second stream;

selecting a given one ~~stream from among a~~ of the first stream and ~~a~~ the second stream;

controlling said selecting step ~~so as~~ to select ~~another~~ the first stream until a first predetermined time, ~~from among said first stream and said~~ to select the second stream ~~in place of said one stream~~ during ~~a~~ an interval between the first predetermined time and a second predetermined ~~period of~~ time, and to again select the first stream after the second predetermined time, the first stream being first content until the first predetermined time and after the second predetermined time and being second content during the interval between the first

predetermined time and the second predetermined time, the second stream being the first content during the interval between the first predetermined time and the second predetermined time; and

outputting ~~said~~ the selected one of the first stream and the second stream whereby the first content is continuously outputted~~during one time, and outputting said another stream during another time~~.

10. (currently amended) A recording medium recorded with a computer readable program for carrying out a method of controlling an image output, said computer readable program comprising:

receiving a signal that includes a first stream and a second stream;

selecting a given one ~~stream from among a~~ of the first stream and ~~a~~ the second stream;

controlling said selecting step ~~so as~~ to select ~~another~~ the first stream until a first predetermined time, ~~from among said first stream and said~~ to select the second stream ~~in place of said one stream~~ during ~~a~~ an interval between the first predetermined time and a second predetermined ~~period of~~ time, and to again select the first stream after the second predetermined time, the first stream being first content until the first predetermined time and after the second predetermined time and being second content during the interval between the first predetermined time and the second predetermined time, the second stream being the first content during the interval between the first predetermined time and the second predetermined time; and

outputting ~~said~~ the selected one of the first stream and the second stream whereby the first content is continuously outputted~~during one time, and outputting said~~

~~another stream during another time~~.

11. (new) A multiplexing apparatus as claimed in claim 2, wherein said control unit is further operable to control the bit rate of the second stream by controlling a screen size associated with the second stream.

12. (new) A method as claimed in claim 5, wherein the transmission channel has a maximum bandwidth, and said method further comprises: controlling a bit rate of the second stream without limiting a bit rate of the first stream such that the combined bit rate of the first and second streams are at most equal to the maximum value.

13. (new) A method as claimed in claim 12, wherein said controlling step includes controlling the bit rate of the second stream by controlling a screen size associated with the second stream.

14. (new) A method as claimed in claim 5, wherein the second content is a commercial.

15. (new) A method as claimed in claim 5, further comprising: receiving third content, and selecting between the second content and the third content as a third stream; and wherein said multiplexing step includes multiplexing the first stream, the second stream, and the third stream.

16. (new) An image output apparatus as claimed in claim 7, wherein the second stream is second content before the first predetermined time, and said image output apparatus further comprises a recording device operable to record the second content before the first predetermined time and to playback the second content during the interval between the first predetermined time and the second predetermined time such that the first content is displayed as an image of a specified area that is smaller than a full screen display area and the second content is concurrently displayed as an image having an area smaller than the specified area.

17. (new) An image output method as claimed in claim 9, further comprising: controlling said selecting step to also select the first stream during the interval between the first predetermined time and the second predetermined time such that the first content is displayed during the interval as an image of a specified area that is smaller than a full screen display area and the second content is concurrently displayed as an image having an area smaller than the specified area.

18. (new) An image output method as claimed in claim 9, wherein the second stream is second content before the first predetermined time, and said method further comprises: recording the second content before the first predetermined time and playing back the second content during the interval between the first predetermined time and the second predetermined time such that the first content is displayed as an image of a specified area that is smaller than a full screen display area and the second content is concurrently displayed as an image having an area smaller than the specified area.